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Draft Meeting Minutes
12 June 2018

Meeting was called to order at 10:12 am.

I. Roll call and introductions

In attendance Commissioners Rick Huff, Jose Ponce, Melissa Sanchez, Claude Stephenson, Dan Stoddard; Foundation Rod Kennedy, Phil Moon, David Schwartz, Gary Storm; DCA Claudia Gallardo de Campbell, Anne Green-Romig, Thomas Goodrich; public Joe Winter of Enchantment Radio.

II. Consider approving agenda

Acting Chair Sanchez called for a motion to approve the agenda. Stephenson so moved. Huff seconded. The motion passed by unanimous voice vote.

III. Consider approving April 10th 2018 minutes

Sanchez called for a motion to approve the minutes. Stephenson so moved. Ponce seconded. The motion passed by unanimous voice vote.

IV. Administrative Updates

DCA Chief of Operations and Protocol Gallardo de Campbell - Update to commissioners on Cultural Affairs Department efforts to get back to 100% funding. Only about 50% of the budget reduction has been restored. There are over 100 vacancies currently. DCA Secretary Gonzales extends her appreciation to the commission.

Goodrich - Distributed several documents: Public Meeting Calendar, commission/foundation Roster, PMA Adjudicator Policy Conflict of Interest, a new tri-fold promo brochure for the commission, and the NMMC Administration update. He is assisting the foundation in efforts to prepare for the PMA awards ceremony and show.

Sanchez - Provided a summary of Gathering of Nations, 40 performers with 14 based in New Mexico, meetings with the NMMC Foundation, Enchantment Radio, Coronado Historic Site Reggae by the River attendance, outreach to Sundance Film Institute and Expo NM, and an Art2Art update.

V. Commissioner Updates

Estacio and Hubbard absent.

Huff - Reaching out to individuals to bring more people onto the commission's publicity committee. Looking for PR agency, such as McKee/Wallwork, for gratis PR work on behalf of the commission.
Ponce - Have you talked to NM Tourism/NM Magazine/ABQ the Mag, Local Flavor, or other periodicals? We need to get some traction with Tourism. Huff - Some, but haven't got very far.
Schwartz - Shelley Thompson (El Palacio magazine and DCA PR) might be a resource.

Ponce - Provided updates on music workshops sponsored by the NM Music Awards (NMMA). NMMA is listing the commission as sponsor of various workshops and events. Shared about a bluegrass song

composed at a vet songwriting workshop to be recorded at Kitchen Sink studios, proceeds to Full Battle Rattle. NMMA show was sold out. Lifetime Achievement award to Bert Dalton, honorarium to Commissioner George Adelo, Harry Dean Stanton, Glen Campbell. Upcoming workshops taking place in Clovis, TorC, ABQ, Las Cruces, Silver City, Ruidoso.

Stephenson – no updates.

Stoddard – no updates. The commission and foundation congratulated Stoddard for winning the Republican primary for Sandoval County Division 1 Magistrate Judge.

VI. Foundation update

PMA performance schedule and sponsorship poster. (handout). Schwartz asked commissioners to assist with leads on potential sponsors. Tribute videos begin recording this week. Budget and balance sheet (handout) \$40,000 budget for awards show with \$20,000 in kind services. Ponce - Have the families of the honorees been approached about contributing to the PMAs? Schwartz - We have asked them to assist with ticket sales. A volunteer recruitment/sponsorship event is Thursday, June 14, 2018. The Foundation needs a dozen volunteers to assist. Sanchez - A reminder to the foundation to please include the commission on all advertising and correspondence. Ways for commissioners to assist PMAs (handout) - hospitality, SWAG bags, Media/PR, ticket sales, volunteer – commissioners officially invited to confer medallions at ceremony prior to the show.

VII. Adelo Honored

Ponce has reached out to the family. Schwartz - Adelo will be honored with a special performance during the PMA awards show featuring Dave Borrego. Ponce - The commission needs to reach out to Adelo's family, perhaps offer comp tickets / VIP passes. Schwartz – foundation is offering 1 honoree comp plus 3 free guests, additional guests may purchase tickets at a special 50% discount. Ponce - the commission may suggest something in the future as a continuing memorial to Adelo.

VIII. ART2ART

Sanchez provided an updated ART2ART overview (handout). She has reached out to a number of venues about sponsorship. The one sheet overview document is generating a positive response. Goodrich - What is the budget? Schwartz - \$1,631. Goodrich - Can the foundation provide reimbursement (for gas, hotel, and meals) to commissioners who incur out of pocket expenses while serving as emcee? Schwartz – Yes, as long as the per diem comes out of the \$1,631 budgeted for the ART2ART program. Sanchez – we are hoping to book 4 events in 2018. Storm - Art Fusion on KRLD has a similar platform. Schwartz - KRLD modeled their program after ART2ART.

IX. Musicians Tax Credit Proposal

Gary Storm - Sent a draft of a memorial (handout) to the Senate Finance Committee. DCA Director of Policy, Legislation, and Facilities Management, Green-Romig - Memorial does not have the force of law. Governor directs the state agencies. Memorials come with no funding so state agencies are reluctant to take on additional work. The request is asking the NMMC Foundation to do work. The Legislature has no authority over the foundation. To give recognition to the NMMC is valid. If the goals are to have the music industry get the same tax credits that the film industry get, Economic Development Department leads the way on these efforts. Stoddard-How do we make the tax credit happen? Green-Romig - Get Economic Development on board by showing them the advantage, as the film industry did. It's really hard to get a tax credit passed.

X. Public Comment

No public comment.

Meeting was adjourned at 11:56 am. Next meeting August 14 Menaul School in Albuquerque.